



Media Information

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SUBARU OF AMERICA, INC. ANNOUNCES SECOND CONSECUTIVE MONTHLY SALES RECORD WITH BEST-EVER AUGUST

- Monthly sales increase 4.9 percent over August 2014
- 45th consecutive month of year-over-year growth
- Best August ever for XV Crosstrek, Forester, Impreza, and WRX/STI
- Best month ever for XV Crosstrek and Forester
- 12.5 percent increase YTD over 2014
- 25th consecutive month of more than 10,000 Foresters sold
- 18th consecutive month of more than 10,000 Outbacks sold

Cherry Hill, N.J., Aug 31, 2015 - Subaru of America, Inc. today reported 52,679 vehicle sales for August 2015, a 4.9 percent increase over August 2014 sales of 50,246. August marks the best-ever sales month in company history, breaking the previous record set in July 2015 (50,517). The company also reported year-to-date sales of 375,632 vehicles, a 12.5 percent gain over the same period in 2014.

August marked the 18th consecutive month of 40,000+ vehicle sales for the company which continues to outpace the industry. XV Crosstrek, Forester, Impreza, and WRX/STI sales were notably strong as each carline achieved its best August ever. The Impreza posted a 19 percent increase, while the WRX/STI posted a 128 percent sales increase in August. The XV Crosstrek continued to bring in strong sales with an increase of 6.7 percent, while Forester sales increased 7 percent, representing new monthly records for both carlines.

“Our milestone August sales results are a testament to the dedicated efforts of our retail partners to provide our customers with the best purchase and ownership experience possible,” said Thomas J. Doll, President and COO, Subaru of America, Inc. “It is through our retailer’s efforts in satisfying our customers that we continue to see growing demand for our products here in the U.S., which should result in another record year for our franchise.”

“August was an outstanding month for our organization and our retailers,” said Jeff Walters, senior vice president of sales, Subaru of America, Inc. “In spite of low inventory levels we still set an all-time sales record for the second month in a row. That is always a special accomplishment and it is a great team effort that makes it possible. Demand for all of our products continues to be strong and our retailers continue to impress with their sales efficiency,” added Walters.

Carline	Aug-15 MTD	Aug-14 MTD	% Chg MTD	Aug-15 YTD	Aug-14 YTD	% Chg YTD
Forester	17,565	16,432	6.9%	114,204	105,356	8.4%

Impreza	7,074	5,938	19.1%	44,907	42,405	5.9%
WRX/STI	3,367	1,474	128.4%	22,118	16,714	32.3%
Legacy	4,281	5,987	-28.5%	37,954	28,520	33.1%
Outback	11,113	11,428	-2.8%	93,293	85,951	8.5%
BRZ	498	720	-30.8%	3,832	5,739	-33.2%
XV Crosstrek	8,799	8,244	6.7%	59,324	48,612	22.0%
TOTAL	52,697	50,246	4.9%	375,632	333,968	12.5%

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 620 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit media.subaru.com.